

**JAPANESE LOCAL GOVERNMENT AND NON-STATE
ACTORS' PUBLIC DIPLOMACY TO PROMOTE
KAMAKURAKOKOMAE STATION AFTER THE RELEASE
OF THE FIRST SLAM DUNK IN 2022-2025**

UNDERGRADUATE THESIS

Submitted to the Faculty of Social and Political Sciences, Department of International Relations State Islamic University Sunan Ampel Surabaya as condition for graduation to obtain a Bachelor of Social Studies (S.Sos) in the Field of International Relations



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ABSTRACT

Nauval Zinedine Akmal 2025, “JAPANESE LOCAL GOVERNMENT AND NON-STATE ACTORS' PUBLIC DIPLOMACY TO PROMOTE KAMAKURAKOKOMAE STATION AFTER THE RELEASE OF THE FIRST SLAM DUNK IN 2022-2025”. Undergraduate Thesis of International Relations, Faculty of Social and Political Sciences, State Islamic University of Sunan Ampel Surabaya.

This study examines how Japanese local governments and non-state actors conduct public diplomacy to promote Kamakurakokomae Station after the release of The First Slam Dunk in 2022–2025. Employing a descriptive qualitative approach, it conducts document analysis of policy materials, official tourism portals, municipal communication outputs, media archives, and publicly available digital content. The analytical lens combines the role concept with Jian Wang’s sub-national public diplomacy indicators: interests and capabilities, dimensions of goals, multi-layered communication, and involvement and roles. Findings show that Kanagawa Prefecture institutionalizes the fan-recognized “Slam Dunk spot” into an official destination identity by framing Kamakurakokomae within anime-based narratives and route-making. Kamakura City complements this branding by visualizing visitor experience through official video content and by communicating norms of safe, orderly visitation in a small everyday space. Non-state collaboration particularly Enoden’s mobility services and participatory community mechanisms such as citizen-contributed promotional symbols help translate symbolic popularity into practical access, legitimacy, and wider visibility. Slam Dunk’s fanbase functions as a transnational non-state actor by continuously circulating repeatable social-media visuals that reproduce Kamakurakokomae’s meaning as an anime pilgrimage site across borders. Overall, the study argues that anime-driven attention becomes more durable when promotion is coupled with coordinated destination governance and inclusive partnerships that reinforce Japan’s positive image abroad over time.

Keywords: Public diplomacy, Anime tourism, Sub-national actors, Non-state collaboration

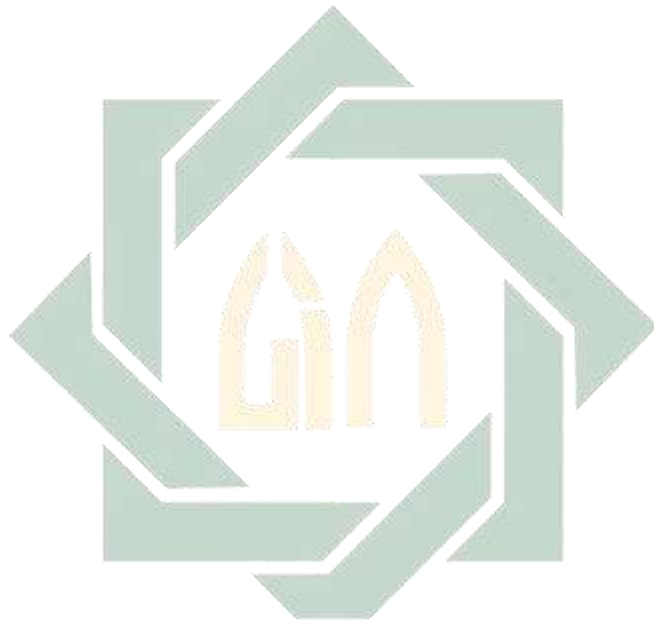
TABLE OF CONTENTS

APPROVAL OF ADVISORY LECTURER.....	iii
APPROVAL OF EXAMINING COMMITTEE.....	iv
MOTTO.....	v
STATEMENT OF ORIGINALITY.....	vi
ABSTRACT.....	vii
PREFACE	viii
LIST OF TABLES.....	xii
LIST OF PICTURES	xiii
CHAPTER I.....	1
A. Research Background.....	1
B. Research Focus.....	12
C. Research Objective.....	12
D. Benefit of Research.....	13
1. Academic benefits.....	13
2. Practical Benefits	13
E. Literature Review	13
CHAPTER II.....	25
A. Conceptual Framework	25
B. Framework of Thinking.....	43
C. Main Argument.....	45
CHAPTER III	46
A. Type and Problem of Research	46
B. Unit and Level of analysis	47
C. Social Situation, Sample, and Sampling Techniques.....	48
D. Techniques of Collecting Data	49
E. Data Analysis Technique	50
F. Techniques of Data Validation	53

G. Thesis Outline Plan	53
H. Research Location and Time	55
CHAPTER IV.....	56
A. Popularity of “The First Slam Dunk” Anime	57
B. Japan’s Local Governments Role in Promoting Kamakurakomae Station After “The First Slam Dunk” Anime Release	69
1. Kanagawa Prefectural Government Promotion Through Official Website	71
2. Kamakura City Government Promotion Through Youtube Channel	73
3. Analysis of Interest and Capability, Dimensions of Goals, Multi-layered Communication, and Involvement and roles in the Japan’s Local Governments Role	76
C. Japan’s Local Governments and Non-State Actor Role in Promoting Kamakurakomae Station After “The First Slam Dunk” Anime Release.....	83
1. Kamakura City’s Branding via the Slam Dunk-Themed License Plate	84
2. Citizen Creation in the Slam Dunk License Plate Design and Selection	87
4. Enoden Role in Operationalizing Mobility for the Slam Dunk Route	94
5. Slam Dunk Fanbase Role in promoting Kamakurakōkōmae Through social media	96
6. Analysis of Interest and Capability, Dimensions of Goals, Multi-layered Communication, and Involvement and roles in the Japan’s Local Governments and Non-State Actor Role.....	100
D. Increasing Tourist Visits to Kamakurakōkōmae Station as the Result of Local Government and Non-State Actor Promotion After the First Slam Dunk Release	111
CHAPTER V	116
BIBLIOGRAPHY	123

LIST OF TABLES

Table 1 1 kamakurakomae station passengers per day	6
Table 1 2 Kamakura city tourist number.....	7
Table 2. 1 Engagement roles for sub-national actors in public diplomacy	34
Table 2. 2 Jian wang indicator framework of thinking	44



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LIST OF PICTURES

Picture1. 1 Kamakurakokomae Tourist Picture	4
Picture1. 2 Kamakurakokomae Picture in The First Slamdunk.....	5
Picture1. 5 Chen Zheyuan testimony for kamakurakokomae	11
Picture 2. 2 Dimensions of public diplomacy objectives and levels of engagement.....	32
Picture 2. 1 The First Slam Dunk Movie	38
picture 4. 1 "The First Slam Dunk" review by Chris Stuckmann	61
picture 4. 2 "The First Slam Dunk" anime review	61
picture 4. 3 "The First Slam Dunk" anime review from X	62
picture 4. 4 Promotion of Kanagawa government in website	72
picture 4. 5 kamakura government promotion through youtube channel 1	74
picture 4. 6 kamakura government promotion through youtube channel 2	75
picture 4. 7 kamakura featuring slam dunk license plate	86
picture 4. 8 Public post slam dunk license plate in X	89
picture 4. 9 promotion of slam dunk tour	91
picture 4. 10 kamakurakokomae promotion from foreign fanbase.....	97
picture 4. 11kamakurakokomae promotion from local fanbase.....	98

UIN SUNAN AMPEL
S U R A B A Y A

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